

# RAJNISH KUMAR VERMA

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## Synopsis

- **EXPERIENCE OF ALMOST 2.11 YEARS IN TRACTOR INDUSTRY** covering almost all areas of Sales & Marketing like-
  - Sales            -Marketing            -Activity management            -Leadership skills            -Proficient in MS Excel
  - Planning       -Execution            -Demand Generation       -Market analysis            -Dealer & Sales team handling
- **Worked in Demand Generation project for more than a year** in reputed Dealership which helped the organization to gain share of market in Weak Areas.
- Confident in managing Sales team & Execute planning according to market trend.
- Good technical as well as communicational skills supported by rich experience in performing managerial functions of planning, Implementing ,staffing, delegating, coordinating, controlling and ability to deliver desired results.
- Key strength in negotiation and strategy required in closing deals & as well as develop & deliver presentations/demonstrations.
- Exemplary skills like leadership and relationship management, fluency in communication, administrative capabilities, training and development of human resources, negotiating and commercial skills etc.
- Ability to perform high quality work, team work spirit, cost consciousness, genuine concern for organizational profitability in mind.
- Proficiency in computers- Windows, MS-Office, Internet utilities, AutoCAD and many more softwares.
- Well equipped with modern Marketing concepts & Ideal Activities.

## Career Objective

Obtain a challenging **Leadership** position by applying creative problem solving and lean management skills with a growing company to achieve optimum utilization of its resources and business growth.

## Core Competencies

- **Marketing and Business Development**
- **Customer convincing & Dealing.**
- **Marketing by sales & service Activity Management.**
- **Building marketing strategies for brands.**
- **Manpower monitoring.**
- **Dealer fund tracking & Retailing.**

## Key Achievements

- **Involved in the DEMAND GENERATION project by ESCORTS Ltd, Focused on Enquiry Generation, Enquiry Follow ups, Conversions, Activities: which leads to Gain in Market Share of the Company in Weak Areas.**
- **Successful run of the project SHUBHARAMBH, worked in SEEDING villages & driven Activities resulting in generating leads & deliver the product.**
- **Successful Drive of Various BTL & ATL activities, like Product Display, Demonstration, Service Camps, Customer meets, MOL ANMOL event etc.**

- Have been active in supporting the project of HAR GAON DUSTAK for achieving Coverage of Brand.

## Organizational Experience

- Project Officer

Escorts Limited (Jan'16 to Present Time )

### Achievements

I got Best Project officer award in FY 2017-2018.

## Education

### Bachelor of Technology

Sam Higginbottom Institute of Agriculture, Technology & Science, Allahabad, U.P.

2011-2015

## Technical Skills

Category	Software / Tool / Technology	Proficiency
Operating Systems	Windows XP	Proficient
Ms Office Package	Ms-Excel / Ms- Access / Ms-Word	Proficient
	Ms-power point	

## Personal Details

<b>Date Of Birth</b>	01 December 1993
<b>Marital Status</b>	Single
<b>Languages Known</b>	English, Hindi, Gujarati
<b>Nationality</b>	Indian

I hereby declare that all the details furnished are true to the best of my knowledge.

**Date -**  
**03 December 2018**

**RAJNISH KUMAR VERMA**